100 CONTENT MARKETING EXAMPLES

CONTENT MARKETING INSTITUTE

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WELCOME!

Looking for inspiration or ideas for your content marketing efforts? Look no further. We rounded up 100 awesome examples from companies of various sizes, locations and industries, and packaged them together in this **100 Content Marketing Examples** guide. In this guide you'll get cutting-edge content samples from a wide variety of print, video, online and event campaigns – and that's just the beginning. You'll also get checklists, tips and links to additional resources to help you turn these examples into action items for your upcoming content marketing plans.

So sit back, put your feet up and enjoy!

Have additional examples you'd like to contribute? Connect with us below and share your own personal favorites.

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1 Broadcasts from The Waffle Shop

Company: The Waffle Shop
Originally featured in: What if You Sold Waffles with a Side of Content? By Andrew Davis

Description:
Located in Pittsburgh, The Waffle Shop broadcasts a live-streaming talk show with their customers. Their editorial calendar includes "Open Talk," a show called "CookSpeak," and a program called "Waffle Wopp." Each show has its own format. For example, "Waffle Wopp" is a teen magazine talk show hosted and produced by Pittsburgh teenagers. Their eclectic guest list, live music and fun interviews make "Waffle Wopp" one of The Waffle Shop's most popular shows. Check out the video below for an example.

Example: Watch the "Waffle Wopp" Videos

2 The Conflict Kitchen's Food Wrappers

Company: Conflict Kitchen
Originally featured in: What if You Sold Waffles with a Side of Content?
By Andrew Davis

Description:
The Conflict Kitchen is a take-out restaurant in Pittsburgh that only serves cuisine from countries that the United States is in conflict with. The entire restaurant and its cuisine changes depending on the conflict it has chosen at a given time. For example, it was recently a Venezuelan restaurant called La Cocina Arepas and Bolani Pazi, an Afghan joint.

Every four months, the restaurant changes its theme and uses its food wrappers (see link below) to help educate consumers about the details of the conflict. They have a smart editorial calendar (launching a new pop-up restaurant every four months) and use every aspect of the experience (from the wrapper the food comes in to the signage and menu) to leverage content to help their customers better understand the world. What a noble experiment.

Example: See the food wrappers

3 Ways to Get Your Community Involved in Your Content Marketing Efforts

1. **Take it to the Streets:** Explore your local neighborhood or rove an upcoming in-person event and take video interviews with your customers. The insights you gather could provide great fodder for humorous YouTube vignettes, customer testimonials and case studies.
2. **Expose Your Charitable Work:** Many companies run charitable campaigns, so why not honor the customers or fans that support your efforts? After a successful event or food drive, list these contributors on your website or send a personalized email thanking those who were involved.
3. **Take a Poll:** One of the best (and often untapped) resources for content creation is your customers. Doing a quick poll on your website or social sites on a regular basis for content ideas is a great way to keep your audience engaged and interested. Plus, when you end up using one of their ideas, they will love the recognition you give them.

3 "CityOne" Simulation Game

Company: IBM
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
IBM has long been a leader in gaming-as-content, breaking new ground with its business simulation game, called "CityOne." In this game, players solve problems in four key areas – banking, retail, energy and water. Each scenario offers opportunities to understand real-world implications of business decision-making in a "Sim City"-style simulation. To date, "CityOne" has racked up to 18,000 players from more than 130 countries since its launch in 2010, proving simulation gaming may be a powerful new content initiative that can engage, educate and influence.

Example: Play along

4 "The Inception of PC Viruses" Video

Company: F-Secure
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
In January of 2011, Mikko Hypponen, Chief Researcher and world-renowned computer virus expert at global computer security company F-Secure, used a milestone in the industry – the "anniversary" of the first PC virus – to tell a story of intrigue and high adventure as he sought the writers of that first virus.

From this journey, F-Secure produced a masterful video documentary that followed Hypponen as he traveled more than 5,000 miles from Finland to Pakistan to meet the brothers responsible for the creation of the first computer virus, BRAIN. The interview shares how the brothers felt about releasing the virus 25 years later, and Hypponen states, "Listening to their story, I feel like we have recorded some real IT history."

Example: Watch the video

5 ShipServ Pages – The Movie

Company: ShipServ
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
John Watton, former CMO of ShipServ, a B2B marketplace for the maritime shipping industry, had a problem. His company sold a technologically advanced product to a market in which buyers were typically skeptical and highly resistant to change. His goal was to find a friendly, non-threatening way to get their attention, educate them and drive more prospects into the sales funnel.

The result: a two-minute stop-motion video entitled, "ShipServe Pages: The Movie." Watton states, "We needed a way to break the ice [and] to show suppliers the power of online marketing. We went low-tech with the stop-motion video and created Rex, a spare parts supplier, hero and modern-day everyman."

Watton describes the results as, "Highly successful. The innovation is really in how we've integrated it with our other social media and content marketing efforts."

Example: Watch Rex in his feature movie

"By making a complex message manageable and easily digested, we've driven people into our funnel at a faster rate."
—John Watton, CMO of Shipserv

6 B2B Marketing Manifesto

Company: Velocity Partners Ltd.
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
How do you find more of the customers you love to work with? That's exactly the question London-based B2B marketing agency, Velocity Partners Ltd., asked itself while developing its new eBook, "The B2B Marketing Manifesto," using humor, illustrations and a touch of edginess to deliver a stand-out message.

To gather content for the eBook, Doug Kessler, Creative Director and Co-founder of Velocity Partners states, "We found three common traits among our most successful customer relationships. Those traits became the basis of the eBook. We focused on getting our passion on the paper, which led to presenting a call-to-arms to our profession, all designed to attract those core psychographic traits."

The result? An innovative eBook that drew a large volume of comments, downloads and conversations. As Kessler states, "We've been almost overwhelmed by the success of our approach on this project."

Example: Read the inspiring Manifesto

4 Steps to Publish an E-Book

Make your own "manifesto" by following these four simple steps. (To read more, visit the complete original blog post submitted on CMI by Thomas Clifford.)

1. Discover a common theme from your existing content (articles, videos, podcasts, etc. – the sky's the limit) and organize your content around it
2. Write an introduction
3. Hire a professional proofreader (make the eBook clean and polished)
4. Create a cover page (make it impossible for your customers to resist reading!)

7 "The Message is the Messenger" Infographic

Company: Eloqua + JESS3
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
Infographics have seen a meteoric rise in popularity as a form of content. Sadly, many exist merely as a simple – even primitive – regurgitation of facts. Not this example from Eloqua, however.

Joe Chernov, Eloqua's VP of Content Marketing and co-creator of the "The Message is the Messenger" infographic states his purpose for the piece: "We wanted to – we need to – remain relevant in conversations that marketers are having about marketing. This infographic, and others we've created, was a way to make sure Eloqua remains a vital participant in this larger conversation. The graphic sums up the transition from traditional to new media, and captures the ever-growing list of personal brands – new media figureheads – that make up the social marketing conversation."

Example: See the infographic

"A good infographic visualizes data to communicate a point of view – it doesn't visualize data for the sake of visualizing data."

—Joe Chernov, VP of Content Marketing for Eloqua

8 Nike Better World Microsite

Company: Nike
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
The Nike Better World microsite uses HTML5 to present content in a hip storyboard-style that amasses all the goodness of the brand and delivers it in an unusual, scrolling format. Best of all? The attention-grabbing "Better World" video is made from "100% recycled advertising." How green is that?"

Example: Visit the microsite

What is a Microsite?

A microsite concentrates on a narrow topic or issue, featuring rich content developed by the sponsoring brand itself. Correctly executed, the microsite creates a gathering place that positions the brand as a contributing member of the community. To see five more examples of microsites done well, check out the "How to Develop a Microsite" blog post by Joe Pulizzi.

9 LEGO Club Magazine

Company: LEGO
Originally featured in: LEGO: From Toy Company to Multi-Media Brand by Clare McDermott and Must-See Content Marketing Examples from 2011

Description:
In the 1980s and 1990s, LEGO faced a tremendous threat from competing construction toys, and the company knew it needed to build a powerhouse brand and integrated marketing approach to go up against these building-block imitators. Among its incredible branding and content marketing initiatives is the *LEGO Club* Magazine, which is customized for subscribers by local market and age. The magazine allows kids of any age to receive targeted content that's relevant to them in a fun, portable format.

As an extension of its LEGO Club offering (one of the biggest and most popular children's member clubs in the world), LEGO worked hard to improve its magazine product in 2011 with more cartoon stories of the LEGO bricks in action, better integration of customer photos and some awesome in-store programs at LEGO store outlets and its new Master Builder Academy.

Example: Check out *LEGO Club* Magazine

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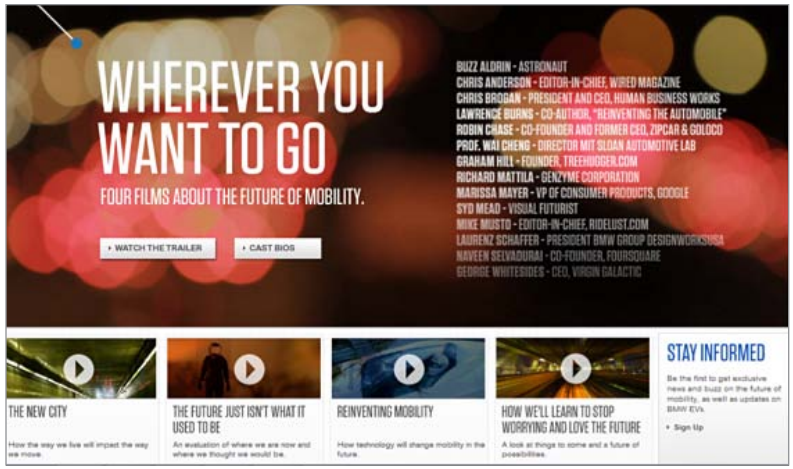
10 The Future of Mobility Video Series

Company: BMW
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
Want to know what the future of mobility is? Check out the artful four-film documentary produced by BMW to find out. In the videos, BMW calls on the experts – fifteen of today's leading academics, pioneers and entrepreneurs – to share the insights of the past, present and future of technology, cities and the automobile. Breaking the videos up into four parts allowed BMW to get all its content delivered in an easy-to-digest format for viewers, and using expert insights gave the company added credibility as a knowledgeable and educational thought leader.

Example: Watch the documentary


WHEREVER YOU WANT TO GO
FOUR FILMS ABOUT THE FUTURE OF MOBILITY.
› WATCH THE TRAILER
› CAST BIOS
BUZZ ALDRIN - ASTRONAUT
CHRIS ANDERSON - EDITOR-IN-CHIEF, WIRED MAGAZINE
CHRIS BROGAN - PRESIDENT AND CEO, HUMAN BUSINESS WORKS
LAWRENCE BURNS - CO-AUTHOR, "REINVENTING THE AUTOMOBILE"
ROBIN CHASE - CO-FOUNDER AND FORMER CEO, ZIPCAR & GOLOCO
PROF. WAI CHENG - DIRECTOR MIT SLOAN AUTOMOTIVE LAB
GRAHAM HILL - FOUNDER, TREEHUGGER.COM
RICHARD MATTILA - GENZYME CORPORATION
MARISSA MAYER - VP OF CONSUMER PRODUCTS, GOOGLE
SYD MEAD - VISUAL FUTURIST
MIKE MUSTO - EDITOR-IN-CHIEF, RIDELUST.COM
LAURENZ SCHAFFER - PRESIDENT BMW GROUP DESIGNWORKSUSA
NAVEEN SELVADURAI - CO-FOUNDER, FOURSQUARE
GEORGE WHITESIDES - CEO, VIRGIN GALACTIC
THE NEW CITY
THE FUTURE JUST ISN'T WHAT IT USED TO BE
REINVENTING MOBILITY
HOW WE'LL LEARN TO STOP WORRYING AND LOVE THE FUTURE
STAY INFORMED
› Sign Up

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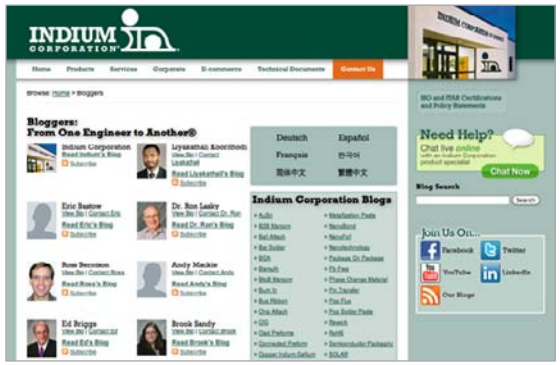
11 YouTique – French Connection's YouTube Channel

Company: French Connection
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
What to wear, what to wear? Fashion retailer French Connection knew how often its target audience was asking this question, and happily responded by creating a YouTube channel: Youtique. The company combines the mini-video format of YouTube with the ethos of the Home Shopping Network to offer women snack-sized personal shopping videos based on occasion. In short, it's every woman's dream.

Example: Browse the YouTique

12 "From One Engineer to Another" Blog Series



Company: Indium Corp.
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
Sixteen engineers from Indium have discovered content gold with their "From One Engineer to Another" blog. Through it, they produce valuable content, videos and answer questions about a variety of engineering topics (e.g., how to set up and operate the Indium sulfamate plating bath). Even if you don't know what that means, you can appreciate what they are striving for: to bring ideas to life through interactive conversations.

Example: Read the blogs

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13 The Ford Story Online Community

Company: Ford
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
A successful online community not only shares your company's messages, but allows your customer voices to be heard as well. Ford's user community achieves this by combining Ford content with user stories, images and videos. The emphasis on the community is clearly on the visitor, as categories like "Your Stories" and "Your Ideas" weigh prominently on the community's home page. This approach creates a loyal band of community followers who are motivated to contribute content in support of the community, and creates a powerful user experience as well.

Example: Experience the community

14 The Friend Network Optimizer Facebook App

Company: SAP
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
Do you know who among your friends is an influencer? Try out SAP's Friend Network Optimizer app for Facebook. This fun tool demonstrates, in small scale, what SAP does for businesses and is a great example of how to use social media, particularly apps, as a content outlet.

Example: Experience the App

Do's and Don'ts for Building a Loyal Community Following

1. **Don't be a show-off (it's all about them!):** Make your content about your visitors, or ask them to directly contribute.
2. **Do educate openly and honestly:** People can find information anywhere – be the place they get it from.
3. **Do be a nurturer:** Add community elements like a newsletter or blog to keep visitors engaged, provide updates and solicit contributions
4. **Don't just educate – socialize:** Talking to your community members is the best way to ensure you're giving them the information they actually want, not just the information you want them to have. Use a widget to bring together social media posts and tweets, and answer questions on your own forums. Above all, make sure it's clear that you're listening.

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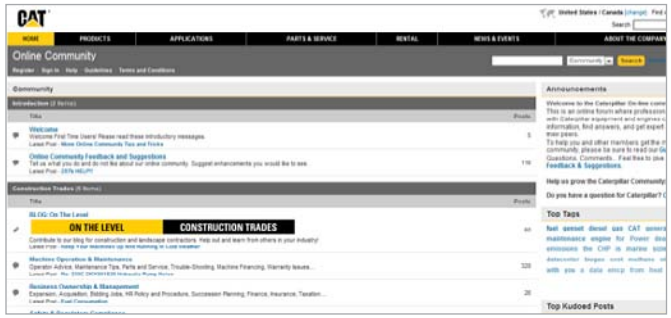
15 The Caterpillar Online Community

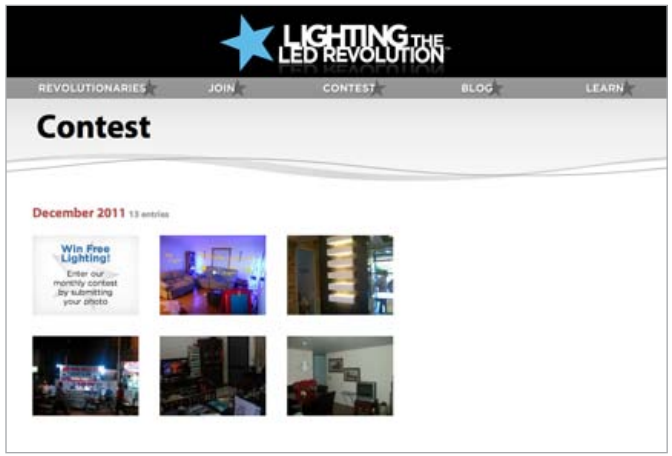


Company: Caterpillar
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
The Caterpillar online community is a buzzing online forum where professionals who work with Caterpillar equipment and engines can exchange information, find answers and get expert advice from their peers. Where else can you compare skid steers?

Example: Visit the community

16 Cries for Help Lighting Revolution



Company: Cree Inc.
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
The Cries for Help Lighting Revolution is a monthly contest hosted by Cree Inc., and bright way to get your community engaged and contributing to your content efforts. The contest asks participants to submit photos of a dark, poorly lit space in order to be entered to win free lighting for a forlorn little office or home. Quite an enlightening concept!

Example: Check out the contest

17 The Intuit Collaboratory

Company: Intuit
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
The Intuit Collaboratory is an open collaboration platform that asks entrepreneurs to help solve the company's latest product challenges – and rewards winners with cash. In order to reach its broader target audience, Intuit designs challenges for both code-writing techies and tech-challenged entrepreneurs, serving as a great way to foster innovation and engagement while gathering user-generated content as well.

Example: Check out the lab

18 MSPtv Community

Company: Zenith Infotech
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
MSPtv is an educational community for managed service providers and serves as an excellent example of how companies can embrace new media to educate the IT reseller channel. The steady flow of useful content on the community, which includes podcasts, webinars, videos and more, helps resellers position and troubleshoot their products, allowing Zenith Infotech to educate customers in a new, interactive way.

Example: Visit the community

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19 "Man of the House" Community

MAN OF THE HOUSE
4 MEALS EVERY FATHER SHOULD KNOW HOW TO MAKE
5 Foods to never eat
Cut down a bit of stomach fat every day by never eating these 5 foods.

Company: Procter & Gamble
Originally featured in: "Man of the House" by Jeremy Seth Davis

Description:
"Man of the House" is an online community geared specifically for – you guessed it – the family man. The online community is incredibly popular due to its niche content, which is directed toward men who are actively involved in their household activities and child-rearing (check out the great article "4 Meals Every Father Should Know How to Make"). The site is packed with compelling advice on guy-to-guy topics, such as money, careers, gadgets, parenting and, of course, sex.

One of the reasons why the community is so popular is that the content is not limited to P&G messaging: The site was built to be a helpful and robust resource, which means P&G does not limit the types of information or products it features on the site.

Example: Visit the community

20 "Being Girl" Community

Company: Procter & Gamble
Originally featured in: "How to Develop a Microsite" by Joe Pulizzi

Description:
The "Being Girl" online community stems from a similar concept to the "Man of the House" community, also created by P&G, by delivering content targeted toward its pre-teen/teen female audience. The community provides their niche content in an engaging way, using color schemes to compliment the equally colorful content on the site. The content mission is clear:

"Being a girl is like being part of a club where everyone knows what you're going through… at least on *some* level. Girls have fun. Girls have opinions. Girls have a lot of questions about stuff like PMS, dating, their bodies and even serious subjects like addiction and abuse – just about anything you can think of that has to do with *being a girl*."

A nice content mission. In a study performed by Forrester Research, P&G found that a microsite like BeingGirl.com was four times more effective than a traditional marketing campaign. Not too bad.

Example: Visit the community

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21 "Life Goes Strong" Community

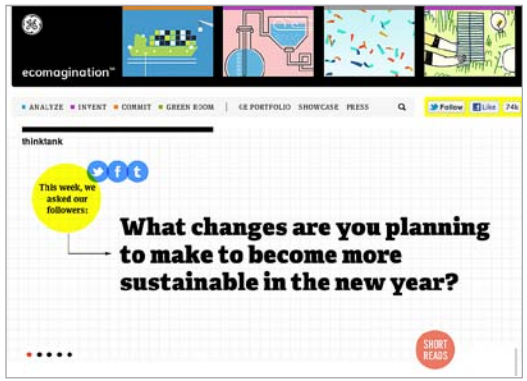
Company: Procter & Gamble and NBC

Description:
In this online community for baby boomers, P&G provides a plethora of content relevant for this audience in a variety of forms including articles, Q&As with the experts, blogs and polls.

The community is developed in partnership with other "Goes Strong" sub-sites to help provide content by themes: Health, Home, Tech, Play, Family, Style and Work. Through these sub-sites, content is more laser-focused to help deliver exactly the educational information site visitors are looking for.

Example: Visit the Community and other "Goes Strong" sites

22 Ecomagination Website


ecomagination
thinktank
This week, we asked our followers:
What changes are you planning to make to become more sustainable in the new year?
SHORT READS

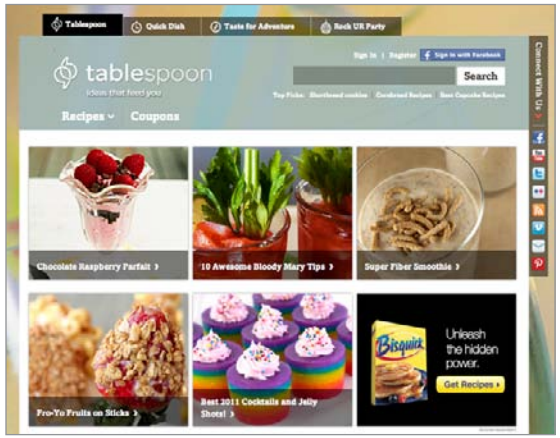
Company: GE
Originally featured in: "Must-See Content Marketing Examples from 2011"

Description:
GE is a great content innovator, and has really "stepped it up" according to Gilad de Vries, VP of Brands and Agencies at Outbrain. "The company is using its site, Ecomagination, to familiarize consumers with different aspects of their business by discussing science, innovation and embracing great challenges that will better our future."

The site organizes its content in a unique and innovative way, almost like a blog. With a mix of bright visuals, videos and cutting-edge articles, it's a "go-to" for anyone interested in the latest environmental issues and acts as a "forum for fresh thinking and conversation around clean technology and sustainable infrastructure."

Example: Visit the website

23 Tablespoon Cooking Community



Company: General Mills
Originally featured in: "Must-See Content Marketing Examples from 2011"

Description:
The Tablespoon community is an attractive, interactive site for people passionate about food and entertaining. The site gathers the best of the best, and uses a clean categorization technique for its content, splitting it up by topics that matter most to its core audience: Quick Dishes, Taste for Adventure and Rock UR Party. Depending on the type of cook you are or event you're hosting, these categories help you find content easily and quickly in a more innovative way than traditional websites. And, with help from their newsletter, readers can also stay in-the-know on the latest recipes and inspirations.

Favorite feature: Table Talk: A forum that brings together what people are talking about on the site and about the recipes. It also gives visitors real-time updates on what recipes have been added recently to help them build their repertoire.

Example: See what's cooking

24 Red Bull's "Red Bulletin" Magazine for the iPad

Company: Red Bull
Originally featured in: Rent-to-Own Marketing: Red Bull by Joe Pulizzi

Description:
What do you think about when you hear the word "Red Bull?" Energy? Extremism? Excitement? Red Bull has done an excellent job building its brand on a few consistent themes that permeate every aspect of the company, from goofy cartoon ads to rockin' live events. Its content marketing activities reflect these themes as well, like the *Red Bulletin* magazine, which defines itself as a "modern lifestyle mag focusing on sport, people, art and culture designed to break new ground." Never a brand to be left behind, *Red Bulletin* also recently extended its print magazine offering to the iPad as an app, which allows for a great amount of interactive content to supplement the original print articles, such as videos, animations, exclusive content and more. The site even boasts a 360-degree view of the mag, and "access to *Red Bulletin's* international issue" as part of membership. That's "breaking new ground" for you.

Example: *The Red Bulletin* Magazine for iPad

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25 NC On Campus (Location-Based Services)

Company: NC State University
Originally featured in: "Take Your Content on Location with Location-Based Services" by Colleen Jones

Description:
If you're going mobile with your content marketing, then consider location-based services (LBS). A location-based service is a network that provides content to your mobile phone or devices based on where you are (your physical location).

As an example, North Carolina State University's On Campus mobile app offers content and features that depend on a user's location. Some examples include check-ins, event promotions, digital rewards, points, leader boards, maps of nearby locations, reviews and photo sharing. Since there's so much happening on campus at any given time, On Campus features content about events very prominently, so students and faculty can know what's happening anytime anywhere.

To reward people for attending certain events, On Campus also cleverly incorporates its own branded badges. It's like content candy.

Example: Check out the app

26 Sherwin Williams *STIR* Magazine

Company: Sherwin Williams
Originally featured in: Sherwin Williams and Content Marketing: 5 Questions with Ellen Moreau by Joe Pulizzi

Description:
STIR Magazine, a custom content publication, targets a very specific audience that includes interior designers, architects and people who are simply passionate about decorating their homes. The online magazine combines high-quality articles, videos, interactive tools, blogs, events and "chatter" (comments from their social sites) into a comprehensive resource for people seeking ideas, inspirations, problem-solving tips and more.

STIR was also recently made available as a tablet app, demonstrating the company's commitment to making its content accessible (and readable) everywhere their audience wants it (plus it's free!).

Example: Experience STIR Magazine online

27 The Museum of Me

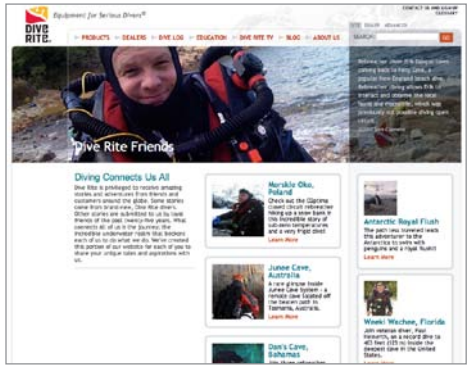
Company: Intel
Originally featured in: "The Story Behind Intel's Museum of Me" by Pam Didner

Description:
The Intel "Museum of Me" project is a story of trials, triumphs, creativity and innovation. Bridging the global divide, the Intel creative team worked with their international agency, Projector, to create this powerful campaign.

The rough creative concept was to pull information from a consumer's Facebook page to create a virtual museum of his or her digital life. Photos, videos, and friends were presented as pieces of art, displayed randomly as if in a museum or art gallery. Within 5 minutes of being launched, the page had gotten 36 likes. From there, word spread quickly with the first tweet coming from Madrid. Within 5 days, there were 1 million hits – accomplished without any paid-media promotion. The Museum of Me app captured the attention of 2.5 million people and became the most popular viral video Intel had ever created.

Example: Visit the Museum

28 Dive Rite's Customer Stories



Company: Dive Rite
Originally featured in: Diving into Content Marketing: How Dive Rite Engages its Prospects by Katie McCaskey

Description:
Specialty diving equipment company Dive Rite has truly embraced content marketing as a way to beat the competition, increase web traffic and get more referrals. Its top focus is on community involvement and incorporating user-generated content, fostering dialogue rather than providing static information on popular discussion board forums.

One element of its strategy that's worked well is the Customer Stories page on its website. These stories allow people to submit their videos, pictures and experiences using Dive Rite gear, sharing stories that span the past 25 years of the company's history. This page shows site visitors that the company's long-term focus and priority has always been to provide their customers with adventures and thrills with the help of its products.

Example: See the stories

29 Target Coupon Mailers – a Poetic Undertaking

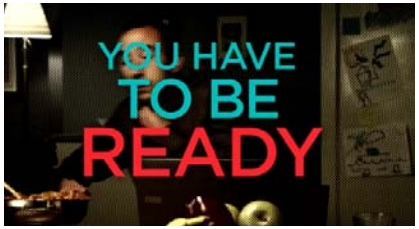
Company: Target
Originally featured in: 10 Strategies for Content Marketing, Events & Marketing Automation Success, a Dreamforce 2011 Presentation featuring Jon Miller, VP Marketing and Co-Founder of Marketo, and Ann Handley, CCO of MarketingProfs.

Description:
In a presentation recorded live at Dreamforce 2011, Jon Miller, VP Marketing and Co-Founder of Marketo, and Ann Handley, Chief Content Officer of MarketingProfs, share some of their favorite content marketing examples. One campaign they shared that really hit the mark was the Haiku Mailer initiative from Target .

These mailers, called "Haiku-pons," contained discounts and coupons served up with brief, creative Haiku poems. This is a great example of how to use humor and a unique approach to an otherwise traditional marketing medium – print – to make your content marketing initiatives stand out. Spicing up the home mailers gave Target a bit of an edge, offering up a dose of personality to brighten up mailboxes.

30 Logitech Web Video

Company: Created by Doremus for Logitech
Originally featured in: Creating a Powerful Global to Local B2B Brand Impression with Video: 5 Steps by Pam Didner



Description:
Logitech is a well-known computer peripherals brand. Chad Thompson, Worldwide B2B Marketing Director at Logitech, and Joe McCormack, Creative VP at Doremus, tried to unearth the new spirit of the Logitech B2B brand in this recent web video campaign.

With ubiquitous connections and on-the-go mobile devices, work and personal boundaries no longer exist; any place can now serve as an office. Logitech identifies itself as offering products that are designed to help business users work in offices, wherever they may be; thus, the idea for "The New Office" was born. In this highly effective web video, not only are the story, actors, and humor memorable, but the products and the brand leave a lasting impression. And, unlike conventional B2B content that focuses on products, this video puts storytelling and emotional connection first, and then weaves the products into the story in an organic way.

The video also demonstrates how to create global content with minimal localization and translation while taking into account local needs.

Example: Watch the web video.

31 Openview Labs "Reimagines" Content

Company: Openview
Originally featured in: 10 Strategies for Content Marketing, Events & Marketing Automation Success, a Dreamforce 2011 Presentation featuring Jon Miller, VP Marketing and Co-Founder of Marketo, and Ann Handley, CCO of MarketingProfs.

Description:
Can you create five content pieces from one asset without being duplicative? Yes! During a Dreamforce 2011 presentation, Ann Handley shares an example from Openview Labs to demonstrate how companies can create content pieces that reimagine, rather than recycle, your ideas.

For example, one asset piece can be broken down into multiple articles, videos, a snapshot, podcast or social media discussion (See screenshot from the Dreamforce presentation). The challenge is forcing yourself to think about how to create multiple pieces that are truly different from the original content source.

Example: Check out the Openview Labs site

32 Chinese Drywall Health Education

Company: Roberts and Durkee
Originally featured in: 5 Content Strategies for Boring Brands by Patricia Redsicker

Description:
Just like good brands, good content solves problems. Boring brands have the same opportunity as everyone to share information that improves customers' lives or helps them to do their jobs better. For example, in 2008, Roberts and Durkee, a run-of-the-mill law firm, used content marketing to become the de facto consumer advocate for victims of the Chinese drywall problem that hit the U.S. market toward the middle of the decade.

They created a website/ blog called ChineseDrywallProblem to help thousands of Florida homeowners whose homes were built with toxic drywall. The website provided pertinent information, such as how to identify contaminated drywall, the toxins' health implications, and the victims' legal rights. This content strategy established Roberts and Durkee as the expert in Chinese drywall problems and resulted in tremendous business opportunities for the firm.

Example: Check out the site

33 Agilent Puppet Chemistry

Agilent 1200 Infinity Series
• For any application
• For any budget
The best system for any application or budget.
0:08 / 1:51
360p

Company: Agilent Technologies
Originally featured in: 5 Content Strategies for Boring Brands by Patricia Redsicker

Description:
Agilent Technologies produces measurement instruments that help scientists, researchers and engineers measure variables in chemical analysis, life sciences and electronics. Ho hum, right? On the contrary. Going completely against type, Agilent resisted the typical dry technicalities in favor of the truly unexpected: a video puppet show. The highly engaging Agilent Puppet Chemistry is so far removed from the company's brand image, it immediately disarms, intrigues and captures the audience.

And that audience consists of scientists and chemists who work in research and forensic labs – an audience that is relying more heavily on the internet to research instruments and platforms. This technique proved to be highly successful for Agilent, increasing traffic to its website and encouraging more prospects to click through in search of more information.

Example: See the Puppet Show

34 Liberty Tax Facebook Page

Company: Liberty Tax
Originally featured in: 5 Content Strategies for Boring Brands by Patricia Redsicker

Description:
Social media presents the perfect opportunity to start or join discussions that are about topics rather than you, giving companies the opportunity to participate in conversations that are already taking place on social sites without seeming product-centric, pushy or self-promotional.

A good example is Liberty Tax, a tax service franchise (yawn)… with a Facebook audience of over 6,000 people! A quick look at its Wall reveals how Liberty uses a variety of tactics to engage its customers and create a lively atmosphere. They discuss Groupon deals, hold photo contests, show appreciation to different members of the community (teachers, policemen and firefighters, etc.) and so on. It also makes taxes fun (no, really!) by giving away free tax apps, and offering advice and tips on little-known tax credits, refunds, etc.

Example: "Like" the Liberty Tax page

35 Mint Life Community

Company: Mint.com
Originally featured in: Are Financial Services Companies Wise Investors in Content Marketing? By Manya Chylinski

Description:
Mint.com started out as a tool to help people understand and do more with their money, so it has a leg up on many other financial services sites. Mint Life, linked to from the Education section of Mint.com, is a community where most of the content (versus the tools) resides.

The format is a visually attractive three-column blog format, and Mint isn't afraid to use color and graphics. The page has space for recent tweets, articles and links to the Mint Life Guides and its popular Facebook page. Articles are readable and relevant, creatively addressing topics that run the gamut of personal finance concerns: Foodie Vacations on the Cheap, 5 Incredibly Stupid Things Consumers Do Online, or Choosing a Broker (a compelling infographic).

The site also continues to evolve with the times and remains relevant with its target audience; for example, it has a free mobile app to help customers keep track of their finances while they are on the go.

Example: Visit Mint Life

36 WebMD Magazine

Company: WebMD
Originally featured in: Just How Healthy are Healthcare's Content Efforts? by Manya Chylinksi

Description:
WebMD's monthly magazine, available in print (for physician's offices) and online (for everyone else), gives exclusive content to readers looking for the latest articles in healthy eating and healthy living. Every issue is available in-full every month in a simple, easy-to digest PDF format, with all back issues archived and content sharing and interactions available across the WebMD Magazine social sites (i.e., @WEBMDMagazine). The best part is that the magazine maintains the editorial standards of its broader website, meaning content is created or edited by medical professionals.

Sign-up is also simple: Rather than needing to fill out long, complex forms, you're asked to simply provide your email in order to receive reminders that the latest issue is available, allowing you to go read it on your own time.

Example: Read the WebMD magazine

37 The National Multiple Sclerosis Society's Website

Company: The National Multiple Sclerosis Society
Originally featured in: Just How Healthy are Healthcare's Content Efforts? by Manya Chylinksi

Description:
The National Multiple Sclerosis (MS) Society's website is designed to provide access to critical information on this disease for two distinct audiences: consumers and professionals in the field. The foundation does a good job of making the division clear, and consumer information is written in suitably clear, easy-to-understand language.

News coverage is offered on topics such as clinical trials, legislation and the society itself, and the site also offers information on issues such as what MS is, how to live with the disease and how to talk to children who may suffer from or be affected by it. In addition, the site features a multimedia library that is a useful repository of MS-related online magazines and newsletters (including Keep S'myelin, a newsletter for children), online videos, and other web resources.

Example: Visit the MS Society's Website

38 Home Made Simple

Company: Procter & Gamble
Originally featured in: "How to Develop a Microsite" by Joe Pulizzi

Description:
Home Made Simple is one of the superstar examples of microsites. With well over six million opt-in members at this point (we are unsure of the exact figures), Home Made Simple continues to develop fresh and relevant content, recipes and tips to keep homeowners organized.

The site was developed over six years ago by Procter & Gamble (P&G). After starting with just web and e-newsletter content, Home Made Simple has grown into a TV channel, with social media integration and a ton of great content.

Example: Visit the Home Made Simple site

39 South by Southwest Interactive Festival's "Crowdsourcing" Content

Company: South by Southwest
Originally featured in: How to Create Content that Engages at Face-to-Face Meetings by John Nawn

Description:
Live events can have fun with their content too! But, if you want to provide great content for your meetings, you need to solicit input from your potential audience through a variety of traditional and new media channels. Facilitate (don't lead) the dialog, listen actively and keep the conversation going both during and after your event. Collaborative content creation represents one of the greatest opportunities for increasing engagement with, and among, your attendees.

Nowhere is this more evident than at the annual South by Southwest Interactive Festival held in Austin, Texas each March. Event Director Hugh Forrest credits crowdsourcing content for its steady increase in attendance at a time when other events are seeing declines. "Soliciting presentation ideas from our online community and having them vote on those they'd like to see has helped us understand our attendees better," notes Forrest. "The increased engagement has led to more dialogue, which has led to more creativity, innovation, and ultimately translated into success."

Example: Visit SXSW to check out its content marketing techniques for the event.

40 "The Threshold" Reality Game for Pre-Event Engagement

Company: Cisco
Originally featured in: How to Create Content that Engages at Face-to-Face Meetings by John Nawn

Description:
As you design your event, imagine the attendee experience before, during and afterward and make sure you're optimizing both content and context accordingly.

One of the most interesting examples of engaging meeting attendees prior to an event is Cisco's use of an alternate reality game (ARG) called "The Threshold". The online game was designed to build teamwork and greater awareness of Cisco products and services during Cisco's Global Sales Experience. Over 13,000 individuals participated in the game, generating thousands more posts on the discussion boards. Who knew sales people were such avid gamers?

Example: Learn more about "The Threshold" on Cisco's blog

41 CREO Launch Microsite

Company: PTC
Originally featured in: Microsite Yields Big Results for PTC by Katie McCaskey

Description:
When PTC wanted to launch its new software suite, CREO, it built a microsite in order to build community and industry awareness and gain momentum prior to the go-live date. Here are three reasons why the microsite was so effective as a content marketing technique:

1. Topic boundaries were narrowly and clearly defined: PTC's CREO microsite focuses on the CAD design technology industry as a whole. It also provides a behind-the-scenes look at the development process of CREO, the company's recently released software.
2. Educational content was developed that invites contributor involvement: The CREO microsite is filled with commentary from CAD experts and specialized engineers. This bookends content contributed by CAD designers, software developers and other passionate laypeople.
3. Content is easily shareable: Passionate people are great ambassadors for other like-minded people. PTC makes it easy for their content to be shared in social media channels, such as Facebook and Twitter.

Example: Visit the microsite

42 "Behind the TEDTalk 2010" Video

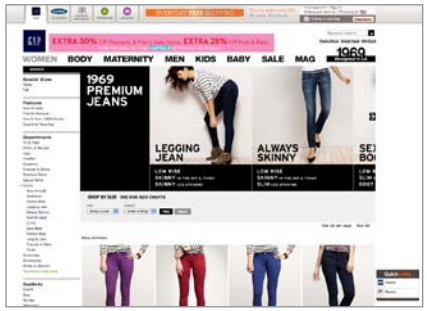
Company: TEDTalk 2010, M ss ng p eces and vimeo
Originally featured in: 5 Engaging Video Ingredients: Deconstructing a TEDTalk Mini-Documentary by Thomas Clifford

Description:
The "behind-the-scenes" mini-documentary of a TEDTalk is a strong example of how companies can use video for their content marketing strategies. Why? Because it's simple, it's emotional and it's intriguing.

The interview portion of any video is its bread and butter. When interviewing, be sure to capture answers that reflect what the event means to people; consider what people are feeling and thinking. This will make for some powerful content. Another tip from the event is to shoot footage from various angles to make it interesting and unique. Finally, after the event be sure to interview key event participants to capture their enthusiasm and excitement.

Example: Visit the microsite

43 Fine-Fitting Content from GAP – Denim Video Vignettes



Company: GAP
Originally featured in: 12 Organizations Doing Content Marketing Right

Description:
It's difficult to give your target customers the full experience of your products with just flat pictures on a website. That's where video comes in as a handy content tool, because you can project your products from multiple views and highlight their various uses.

GAP uses unique video content to promote its jeans with its denim video vignettes, embedded directly in their shopping interface. The videos briefly show multiple angles of a person wearing various fits and styles of their jeans. (Thanks to CMI contributor C.C. Chapman for his insights on GAP's content marketing efforts.)

Example: Check out which fit is right for you

44 Lauren Luke Instructional Videos

Company: Lauren Luke
Originally featured in: 12 Organizations Doing Content Marketing Right

Description:
In 2007, Lauren Luke began selling make-up products on eBay in an effort to subsidize her modest day job as a taxi dispatcher in Newcastle, England. In an effort to improve her eBay sales, Lauren began creating practical make-up application videos and distributed them on YouTube.

Five years later, Lauren has her own brand of make-up distributed exclusively by Sephora, she has a series of teen books called *Lauren Luke Looks*, and she's built a bigger brand than Estee Lauder on YouTube. Most impressively, Lauren Luke hasn't spent a dime on traditional advertising. That's content marketing at its finest. (Thanks to CMI contributor Andrew Davis for his insights on Lauren Luke's content marketing efforts.)

Example: Get the Looks

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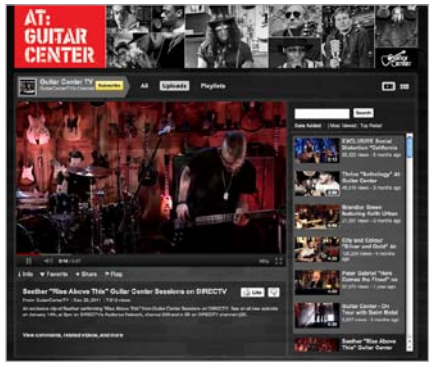
45 Guitar Center TV Channel on YouTube

Company: Guitar Center
Originally featured in: 12 Organizations Doing Content Marketing Right



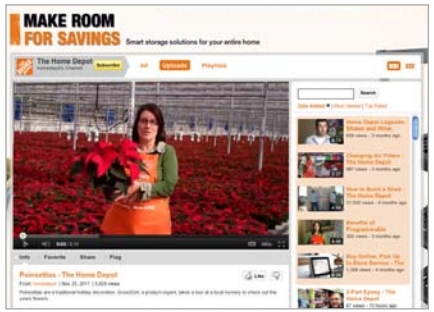
Description:
Guitar enthusiast Clyde Miles shares with CMI why he feels Guitar Center has the most rockin' content marketing practices around. Their innovative, fun and unique videos speak to a very targeted audience in the ways they want to converse: Through music.

The Guitar Center TV Channel on YouTube also seamlessly integrates with the company's website, provides an open forum for discussions from passionate players and features company promotions.

Example: Check out the Channel

46 Home Depot DIY Tips & Trends on YouTube

Company: Home Depot
Originally featured in: 12 Organizations Doing Content Marketing Right



Description:
Home Depot has extremely relevant content on its online properties for two reasons:

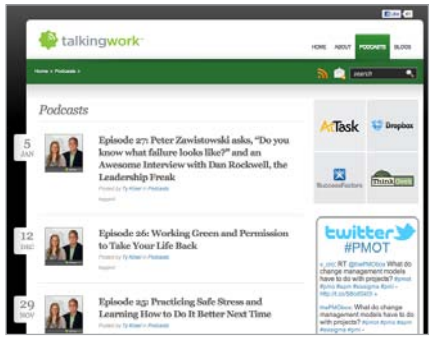
1. The information is tailored by season or region.
2. Most topics are geared towards DIY projects (which the majority of their customers are looking for).

For example, during the winter holidays the YouTube channel bore the headline, "More Holiday Cheer for Less", providing tips and techniques for homeowners who like to decorate on their own without spending too much time or money. Other seasonally-relevant videos include, "Changing Air Filters" (another winter chore) or a Poinsettia informational vignette. (Thanks to Nate Riggs, CMI contributor, for his thoughts on Home Depot.)

Example: Check out the Home Depot Channel

47 AtTask Podcasts

Company: AtTask
Originally featured in: Must-See Content Marketing Examples from 2011


talkingwork
Podcasts
Episode 27: Peter Zawistowski asks, "Do you know what failure looks like?" and an Awesome Interview with Dan Rockwell, the Leadership Freak
Episode 26: Working Green and Permission to Take Your Life Back
Episode 25: Practicing Safe Stress and Learning How to Do It Better Next Time
twitter
#PMOT

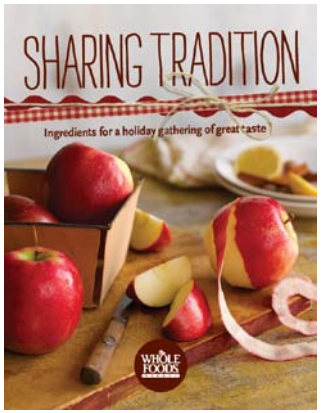
Description:

AtTask, the B2B company, regularly publishes a host of relevant content on its website and on TalkingWork.com, a content site featuring industry experts on the subject of project management.

As an example, **check out their robust and relevant podcasts**. These podcasts are broken up into categories that are catchy, cutting-edge and relevant to their readership. The podcasts are not only relevant for readers, but successful for the company as well: Since focusing on content marketing, AtTask has received more inbound requests for its expertise and syndications of its content. (Thanks to CMI contributor Amanda Maksymiw for her insights on AtTask. Disclaimer: AtTask is a portfolio company of OpenView.)

48 Seasonal Booklets from Whole Foods

Company: Whole Foods
Originally featured in: Must-See Content Marketing Examples from 2011



Description:

Whole Foods shows us that you can take it with you with its seasonal printed brochures. Clare McDermott, Founder of SoloPortfolio, shares her recent experience with one of the food store's content marketing techniques:

"I was shopping there one week before Thanksgiving, and I picked up a booklet about preparing the bird, unusual stuffings, why free-range tastes better, etc. The content was fun, totally useful (it was my companion on Thanksgiving Day when I estimated cooking times) and perfectly tied to their offerings. And of course, that awesome stuffing recipe requires some ingredients I'll find most easily at Whole Foods."

49 Hunch Infographics

Company: Hunch
Originally featured in: Must-See Content Marketing Examples from 2011

hunch
Get recommendations sent straight to your inbox every week!
THAY of the week: Pick your shape of choice
PICK YOUR SHAPE OF CHOICE:
CIRCLE 53%
SQUARE 13%
TRIANGLE 27%
RECTANGLE 7%

Description:
Infographics are effective because they boil down information to its most important components. Joe Chernov (VP of Content Marketing for Eloqua) states, "Hunch.com has taken one of the elements that has made infographics so popular – that is, they are easily digestible – to an entirely new level. In many ways, Hunch.com has done to the infographic what Twitter did to blogs: Reduced the content to only the essential point. They made data visualization light, fun and accessible. It also doesn't hurt that each ties into one of the company's key messages, which is: We know more about you than you know about yourself." Creepy? Not at all. Effective content? Absolutely.

Example: See for yourself

50 Urban Martial Arts Blog

Company: Urban Martial Arts
Originally featured in: Must-See Content Marketing Examples from 2011

Description:
The Urban Martial Arts blog is an example of low-cost content marketing. The blog is run by a small martial arts dojo in Brooklyn, NY, and is used to highlight the character building activities and recreation enjoyed by their students (especially children).

The blog incorporates a good mix of multimedia to appeal to various audiences, including videos, social media integration and articles.

Example: Check out the blog

51 Orabrush "Bad Breath Detector" Video

Company: Orabrush
Originally featured in: Must-See Content Marketing Examples from 2011

Description:
Need a giggle? Check out the Orabrush "Bad Breath Detector" video on YouTube. Over 1.7 million other people already have. Why? Because it's a brilliant example of how content marketing can be just as effective (or more so) when silly and fun as when it's educational and serious.

Orabrush as a company has been around for a while and used to spend a lot of money on television advertising. It then decided to spend about $500 on a funny "Bad Breath Test" video that promoted the tongue cleaner on YouTube. Soon after that the company leveraged the popularity of the iPhone and a gullible audience to the hit video: Test Your Breath With an iPhone – Bad Breath Detector. Since then, they have been producing video after video on a well-optimized YouTube channel.

As of this writing, its YouTube channel has received over 39 million views and has over 165,000 subscribers. Orabrush also has more than 295,000 fans on its Facebook page and over 4,000 followers on Twitter. The company has since signed agreements with major drugstore chains to stock the product on their shelves. A very successful content marketing campaign, to say the least. (Thanks to CMI contributor Arnie Kuenn for these insights.)

Example: See the video

52 The Careers and Industry Guide

Company: AMMA
Originally featured in: Must-See Content Marketing Examples from 2011

Description:
What do you do when you need to solve a problem, not only in your community but across your entire country, as well? Create a compelling, educational piece of content designed to bring together all the facts, tools and resources needed to help start solving your issues. That's exactly what the Australian Mines and Metals Association did in 2011 with its Careers and Industry Guide, designed to help deal with the massive skills shortage it was experiencing and attract jobseekers both locally and overseas.

The Guide contains over 700 high-quality, original articles and fact sheets on all aspects of living and working in the industry. It's completely free of charge and has no advertising. A comprehensive social media campaign has also been developed to support the content and drive prospective jobs seekers to the site, including a daily blog post, Twitter, Facebook and LinkedIn activity. (Thanks to the Director of Site Content (CCO) Sarah Mitchell from AMMA for providing this information.)

Example: Browse the guide

53 The Completely London Magazine

Company: Kinleigh Folkard & Hayward
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
The *Completely London* magazine was launched in September of 2009, just as the real estate market was struggling, to prove that a print magazine could differentiate the agency from their peers. The magazine's high-end look and feel and high-quality content has dramatically revitalized the agency's visibility. Last year, *Completely London* was named one of the top ten brands in the U.K.

Example: Read the magazine

54 Financial Advice – A Content Marketing Project from NLB

Company: NLB
Originally featured in: Fab 15 Content Marketing Projects by Jeremy Victor

Description:
NLB, the largest Slovenian bank, wanted to break the mold of cold, distant financial institutions and get closer to its customers and prospects. To do this, NLB launched Financial Advice, a new content marketing project that uses a mix of digital media and live customer engagement to re-position itself in the market. In addition to a new web portal, a print magazine and iPad app, NLB has opened a new branch in capital Ljubljana where customers can get free personal financial advice, pick up free coffee, read educational materials and stay for daily presentations on personal finance.

Example: See the site

5 Elements Needed for a Top Print Magazine

1. **Cover** – Everyone judges a book by its cover, so make sure you have a powerful image on the front (with limited or no text).
2. **High Production Values** – Paper stock, binding, ink and paper finishes all contribute to an overall impression of quality. Investing money in high-end production is a great way to snag readers.
3. **Images** – Use the best photographs and original artwork you can find. Epic photographs on quality paper make a huge impression on people who are considering purchasing your magazine.
4. **Design** – Critical to readability and customer appeal, when a potential reader flips through your magazine, great design can seal the deal on a sale.
5. **Writing** – When all the other elements are in place, talented writers and clear editorial vision keep readers coming back.
6. **Above all, make sure it's clear that you're listening.**

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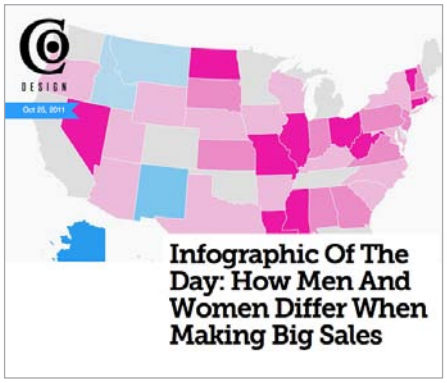
55 Infographic of the Day



Company: FastCompany
Originally featured in: Must-See Content Marketing Examples from 2011

Description:
FastCompany's Infographic of the Day uses data to tell a story. In each installment, the company also provides context around the infographic's meaning so the reader can't help but want to explore the interactive charts and share their cool data with others (contagious content is key!).

Example: Check out the popular Infographic, "How Men and Women Differ When Making Big Sales."
(Thanks to CMI contributor CB Whittemore for her insights on FastCompany.)

56 kate spade Email Campaigns

Company: kate spade

Description:
Fashion powerhouse kate spade has a very unique and specific company brand: From shoes to purses to accessories, the "kate spade woman" is a very distinguished and identifiable person. In its content marketing initiatives, kate spade maintains this style across its assets, including its innovative email campaigns. Such emails like "The color of the month is…." or "Fall in love again" (wedding boutique) use an attractive, simple and classy design coupled with catchy subject lines to attract readers who may otherwise be skimming their inboxes. This proves that big brands, even fashion brands, can transcend digital boundaries to enter the modern marketing age.

Example: Visit the kate spade blog, "behind the curtain" for more examples, including interactive content, like the "Shop the Look" feature.

57 The Tory Burch Blog

Company: Tory Burch

Description:

The Tory Burch blog made headlines this year, with many people citing it as the "blog to see" for the fashion world. Here are a few reasons why the content on the blog is so effective.

1. **It's got personality:** Tory Burch's tone and style resonates through every fiber of the blog, combining humor with sophistication.
2. **It's got relevant tips:** Want to know what songs to play at your holiday party? Or how to care for your salt-ridden winter boots? Tory Burch has it all – from lifestyle insights to practical tips, the blog adheres to what its audience is looking for across all topics – not just clothes.
3. **It's got heart:** Not only are fashionable tips a prominent focus on the site, but so are the charitable works Tory Burch partners and contributors are involved in.

A recent article in Mashable attributes Tory Burch's success to the fact that, "Burch is one of the few designers to maintain a direct, ongoing dialogue with her friends and fans… the company's blog… is broadly recognized in the industry as one of the leading manifestations of ongoing, brand-developed content." (Read more from the Mashable article here.)

Example: Visit the Tory Blog

58 The Adrenalist Website

Company: Unilever

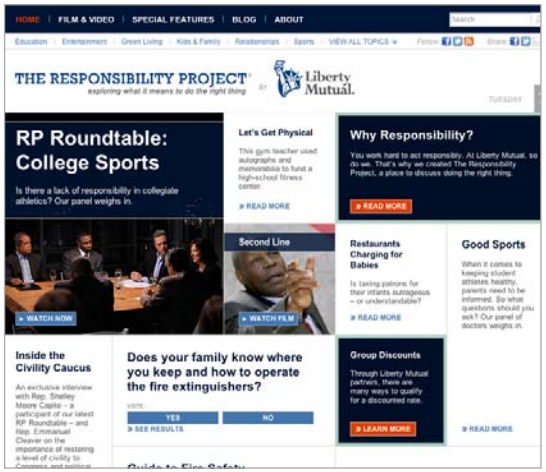
Originally featured in: Must-See Content Marketing Examples from 2011

Description:

Unilever jumped into the content game with "The Adrenalist," a website that provides great content for adrenaline and adventure junkies, tied to promote its Degree Men deodorant. The site's themes, **Bravery, Excitement and Thrills**, are all demonstrated through various content avenues like adventure blogs, videos and even grooming tips for the modern man on-the-go (with subtle reminders of who is sponsoring the thrilling content – your oh-so-mandatory deodorant).

Example: Explore the Adrenalist site

59 The Responsibility Project



Company: Liberty Mutual
Originally featured in: Must-See Content Marketing Examples from 2011

Description:
Content that's not only high-quality but also has a good purpose always comes out on top. Liberty Mutual uses content to help associate its brand with "responsible thinking, preparation and doing the right thing." Its site, The Responsibility Project, tackles issues pertaining to ethics, politics and economics (and much more) to support its theme of "being responsible" in all aspects of your life. The site features interactive polls, videos, articles and a blog that do very little to communicate the company's products and services, demonstrating how good content that serves a broader purpose is often much more effective than promotional content.

Example: Visit the site

60 Nightmares Fear Factory – Flickr Photostream

NIAGARA FALLS' PREMIER HAUNTED ATTRACTION
NIGHTMARES FEAR FACTORY
NIAGARA FALLS, CANADA
OVER 100,000 CHICKENED OUT... IT'S THAT SCARY!!
PICS & VIDEO | LEGEND | COMMENTS | FAQ | GROUP SALES | PRICING
SIGN UP
BUY

Company: Nightmares Fear Factory
Originally featured in: Must-See Content Marketing Examples from 2011

Description:
Nightmares Fear Factory, a haunted house in Niagara Falls, Canada, catches terrified customers on camera and publishes the photos on its hilarious Flickr photostream. The campaign got huge publicity and certainly makes anyone looking at these pictures want to head up to Canada and find out what was so scary. Simple and brilliant, this is one of the spookiest, and most successful, content marketing examples from 2011.

Example: See the snapshots

For more information, check out Tracy Gold's article, "How to Be a Frighteningly Brilliant Content Marketer" and learn how to find your own "screams."

61 The Endless Vacation iPad App

Company: RCI
Originally featured in: Must-See Content Marketing Examples from 2011

Description:
RCI, the largest timeshare vacation network in the world, has embraced the future of content marketing and focused on creating the great content that its readers want, helping the brand own the travel category. What was once a custom-published magazine available only in print, Endless Vacation (from RCI, a client of Story) moved beyond the boundaries of glossy paper and onto the iPad. The application allows readers to delve deeper with interactive articles, photo galleries, alternate covers (just shake it!), panoramas and more.

Example: Explore the App

62 Kendall Jackson Wines – QR Codes

Company: Kendall Jackson Wines and 44Doors
Originally featured in: 6 Things to Know About Using QR Codes in Content Marketing by Nate Riggs

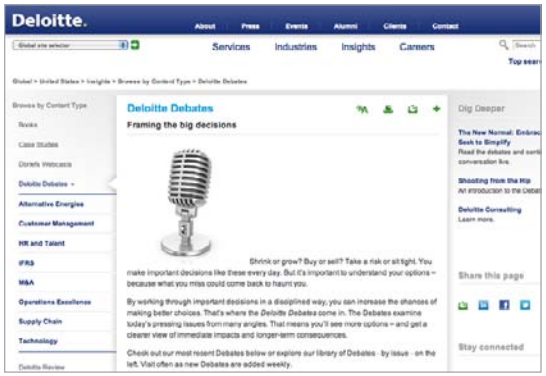
Description:
Want to learn more about wine before you buy? Kendall Jackson Wines has found the answer in its tags and labels that now feature QR codes. This helps Kendall Jackson offer its customers all kinds of different information at the point of purchase. It's relevant, timely and unique, which can influence the ultimate purchase decision. The code also contains links to its social sites, emails, coupons, commerce and other content pieces.

Example: See a graphic explaining how the QR code works from the original article.

6 Tips on Using QR Codes for Content Marketing

1. Know where your audience is and what they need when they encounter your QR code.
2. Suggest a QR code reader for your audience to use.
3. Use an appropriate call to action.
4. Create the right landing page.
5. Display QR codes on a flat surface.
6. Always keep the process simple.

63 Deloitte Debates Blog



Company: Deloitte
Originally featured in: The 2011 Content Marketing Playbook

Description:
Remember "Point/Counterpoint" on 60 Minutes? Deloitte's taken a lesson from one of network television's most successful news magazine programs by posting weekly debates on hot business and finance issues. Instead of the same old, same old, Deloitte Debates provide lively and thoughtful discussions. (Kudos to Erica Dipyatic from Deloitte for the recommendation.)

Example: Join the debates

Use polls to get immediate user insights during debates, which provides fodder for future blog posts, eBooks and other content assets.

64 Home Comfort Blog

Conditioned Air
The Comfort People Since 1962
A Whole-House Dehumidification System: Benefits For Your Southwest Florida Home
HEPA Filters: How An In-Duct System Can Immediately Upgrade Your Home's Indoor

Company: Conditioned Air
Originally featured in: The 2011 Content Marketing Playbook

Description:
Who says that service contractors don't blog? Well, Conditioned Air from Naples, Fla., rejects all that hot air. Its Home Comfort blog has become the center of its online strategy. Conditioned Air focuses on solving problems that its customers have with their heating and air conditioning, and attracting customers and prospects through search engines and through social media tools, such as Twitter and Facebook.

Example: Visit the blog

65 "Viewing Value" eNewsletter

Viewing Value
openview
February 2, 2011
Are you clear?
Latest from the OpenView Team
14 Ways to Burn Capital Now
Gobs of Features are No Match for Refined Features
4 Don'ts of B2B Social Media
What is Your Opinion of Recruiters?

Company: OpenView Venture Partners
Originally featured in: The 2011 Content Marketing Playbook

Description:
eNewsletters can't be beat for communicating substantial content within intellectually intensive and rapidly changing markets. For example, venture capital company OpenView Venture Partners does an outstanding job engaging both portfolio clients and entrepreneurs (their target) with collegial, yet smart articles, interviews and case studies in its Viewing Value eNewsletter.

Example: See the eNewsletter

66 IBM White Papers

Company: IBM
Originally featured in: The 2011 Content Marketing Playbook

Description:
Commonly used as a thought leadership or lead-generating asset, white papers are highly effective yet very resource- and time-intensive projects. They're worth the effort, though. Once completed, white papers can provide a host of content ideas for your blog, videos, social media discussions and so much more.

A company doing white papers well is IBM, which demonstrates its thought leadership in different industry spaces through targeted, well-researched reports (like the "Driving Performance Through Sustainability" white paper) without being too overly promotional.

Example: Check out the "Driving Performance Through Sustainability" white paper.

CONTENT MARKETING INSTITUTE

67 Kelly Services Articles

KELLYOCG
THINK OUTSIDE.
KellyOCG helps make your workforce a strategic asset.
Latest Knowledge
KellyOCG Blog
Does the modern CEO need to be super-human?
What is hot in HR 2011? (Take Four)
Social Networks and Jobseekers - A new Love Story
SUCCESS STORIES

Company: Kelly Services Outsourcing and Consulting Group
Originally featured in: The 2011 Content Marketing Playbook

Description:
A flexible medium, both in length and format, an article opens opportunities for companies to address issues, trends, concerns and topics of immediate interest to their intended audiences. An ongoing article publishing campaign, complemented with a roster of speaking engagements, has been the traditional tool for establishing thought leadership in numerous industries.

For examples of articles done well, check out Kelly Services Outsourcing and Consulting Group. The company posts regular articles educating customers on workforce solutions and key outsourcing issues. The Kelly team also integrates opinions from key industry thought leaders with those of Kelly staff to make this a truly helpful resource.

Example: Read the Kelly Services OCG articles

68 Mobile Mistakes eBook

Company: Gomez
Originally featured in: The 2011 Content Marketing Playbook

Description:
An eBook is sometimes thought of as a white paper on steroids. It's a report, generally 12 – 40 or more pages in length, that presents complex information in a visually attractive, reader-friendly format. The content is both informative and entertaining; the tone, collegial; the format, "chunky" rather than linear, to facilitate skimming and scanning.

One company doing eBooks well is Gomez. With mobile on the move, Gomez is taking advantage of this momentum with its provocative eBook, *20 Common Mobile Mistakes*, that counters mobile errors with performance wisdom.

Example: Read the eBook

69 Business Cases eBook by ARX

Company: ARX
Originally featured in: The 2011 Content Marketing Playbook

Description:
What do you do when you have a lot of highly-valuable content but nowhere to organize it? Pull it together in an eBook. ARX's eBook is a perfect example of this technique, as evident in their "Think Twice Before You sign Anything Again" piece, which contains 12 business cases that illustrate the bottom-line value of digital signatures. The eBook transforms signatures from an operational after-thought to an urgent business issue (using an attractive design on the cover to further complement the content).

Example: Check out the eBook.

Want to learn more about how to develop and use eBooks as part of your content marketing strategy? Download Jonathan Kranz's free guide, The eBook eBook: How to Turn Your Expertise Into Magnetic Marketing Material.

70 Case Study Videos by CMI

Company: Content Marketing Institute
Originally featured in: The 2011 Content Marketing Playbook

Description:
Case studies are one of the most important elements in your content marketing strategy, because they take your company's promotional voice out and replace it with that of your loyal and satisfied customers, building credibility and trust with your readers.

Case studies don't always have to be written, however. The Content Marketing Institute uses video to supplement its in-depth case study eBooks in short 3-minute vignettes. This allows the case study to be shared in a truly engaging way and is another way to leverage your researched case studies for other content venues.

Example: Watch Joe Pulizzi review 5 examples of content marketing magic

72 Jet… Set… Tweet (JetBlue Twitter Account)

Company: JetBlue
Originally featured in: The 2011 Content Marketing Playbook

Description:
Social media is all around us, and a deeply integrated aspect of our content marketing strategies. Twitter is a great way to reach your customers at light-speed, helping you join conversations, respond to complaints and share deals and discounts with the click of your mouse.

One company that's using Twitter in some cool ways is JetBlue. By its nature, travel is very much an industry on the move with a very mobile customer base. JetBlue has taken flight with a Twitter presence that addresses customer needs and gives the company important insights on its customers' concerns.

Example: Join the Tweets

To boost your Twitter efforts, you may want to look at additional tools such as:

1. **Klout:** Who has social media mojo? Klout offers an influence measurement that ranks social media mavens and wannabes on a 1 – 100 score.
2. **Twitalyzer:** Type in a Twitter username and, voila, Twitalyzer maps its follower base, giving you a way to visualize the physical breadth and depth of social media impact.

73 Eloqua's WOW-Worthy Webcasts

Company: Eloqua
Originally featured in: The 2011 Content Marketing Playbook

Description:
Webinars (also called webcasts) are great ways to engage with your audience live, while providing a plethora of content to leverage across other online and print channels. Webinar content can be used for blog posts, articles, white papers, podcasts, Q&As on Facebook, "live tweeting" on Twitter and so much more.

One company using webinars well is marketing automation company Eloqua, which has a treasure trove of online events in its Resources section. This not only helps prospects searching on its website, but is an integral sales resource depending on the specific customer challenge.

Example: Watch the webinars

How long should your webinar be?
One hour seems to be the sweet spot… with 45 – 50 minutes dedicated to the presentation and 10 –15 minutes allotted for Q&A.

74 Mike's "Ultimate Chopper Drop Test"

Company: Shure
Originally featured in: The 2011 Content Marketing Playbook

Description:
Talk about high impact from a low budget. In a series of goofy videos, Shure puts its SM58 mic through the paces (including deep-freezes, ground burials, tour bus run-overs and, in the aforementioned video, a 200-foot drop from a helicopter) to demonstrate the mic's ability to perform regardless of circumstances. After all the abuse it endures, perhaps they should rename it the "S&M"58?

Example: Get a taste of the action

75 Content Marketing World Event Videos

Company: CMI
Originally featured in: The 2011 Content Marketing Playbook

Description:
What better way to boost exposure of your live event than to publish videos from it online? The international content marketing event, Content Marketing World, created a series of videos, hosted on YouTube but housed on a special landing page on the event site. The goal was to continually tell the story of the event in a visual format (and not cost an arm and a leg).

Example: Watch the videos

76 Social Media Examiner "Stories"

Company: The Social Media Examiner
Originally featured in: The 2011 Content Marketing Playbook

Description:
Creating content that's not about your brand, but rather about the topics your audience is interested in, is a great way to build trust with your readers. One way to do this is to curate content from across the web and deliver it to your readers in an easy-to-read way (make sure it's not all your company's content, too!)

A free online magazine, *Social Media Examiner* (and its ubiquitous khaki-wearing mascot) does just that, as it cuts through the social media jungle to blaze trails of marketing and communications insight.

Example: Read the Examiner

77 Navy for Moms Community

Company: U.S. Navy
Originally featured in: The 2011 Content Marketing Playbook

Description:
An online community is similar to a microsite, except this is where your customers, not you, do most of the talking. The objective of a community is to have a large amount of user-generated content on the site, with the brand sponsoring the pages and providing a forum for people with like interests to interact.

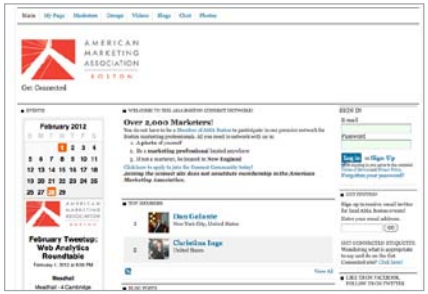
Navy For Moms serves as such a community for a very niche audience. Now, people don't have to rely on just the promises of military recruiters, because they can hear the authentic voices of real Navy parents. On the community, parents share concerns, stories, ideas (like how to send Christmas packages overseas) and more in an interactive setting.

Example: Visit the Navyformoms.com Community

Don't have the time or resources to build a new community from scratch?

Consider leveraging Facebook or LinkedIn first. If your customers are already hanging out in one place, it makes no sense to move them to another site. Just find new ways to request user input, start discussions and share customer-driven content.

78 AMA Custom Social Network



Company: American Marketing Association
Originally featured in: The 2011 Content Marketing Playbook

Description:
A custom social network is a great way to extend your content marketing beyond your Facebook, LinkedIn or Twitter profiles. Today, associations, clubs, organizations and even companies can create their own custom social networks using a Ning platform or Wordpress as the infrastructure of a full-featured social media site dedicated to its constituents and their issues.

As an example, check out the Boston Chapter of the American Marketing Association website. Through its branded and customized social networking site, the group delivers value that hadn't been possible before: 24/7 connectivity plus networking reach beyond the limits of Greater Boston itself.

Example: Visit AMA Boston

79 *Lexus Magazine*

Company: Lexus and Story Worldwide
Originally featured in: The 2011 Content Marketing Playbook

Description:
Lexus Magazine is a custom print publication, meaning that the brand has become a true publisher by offering sponsored content that's produced and distributed by the company. The magazine isn't only about Lexus cars, but the Lexus lifestyle as well, featuring articles about travel and other luxury experiences, localized to be relevant for each reader.

A case study by Lexus Magazine producer Story Worldwide explains the success of the project on its website: *"Lexus needed a consumer-facing publishing program that would maintain and strengthen the automobile's integrity as a global luxury brand while making its content meaningful and relevant to readers in a wide range of localities worldwide. Customer loyalty, quality control, and cost efficiencies were all challenges in this scenario. Story's solution: Add localized content to the brand's high-end travel magazine and push the print edition into the digital realm. Issue after issue, we've advanced the brand, bringing it closer to its tightly knit customer base and furthering Lexus' relentless pursuit of perfection."*

Example: Read the full *Lexus Magazine* case study

80 *Stages* Digital Magazine

Company: Fidelity
Originally featured in: The 2011 Content Marketing Playbook

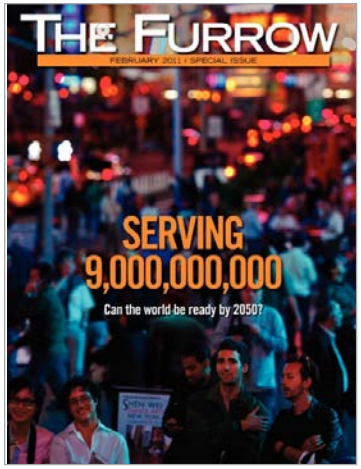
Description:
If you don't have the resources or propensity to invest in a print publication, then you should at least consider creating a digital magazine for your company. As a hybrid between the traditional magazine and a spruced-up PDF, these pieces offer self-contained, visually compelling periodical content that doesn't require special software to open and read.

For example, Fidelity's Stages digital magazine captures the look and feel of traditional printed content while adding convenient features for online readers, like searching and printing, that are entirely unique to digital.

Example: See *Stages*

81 *The Furrow* Digital Magazine

Company: John Deere
Originally featured in: The 2011 Content Marketing Playbook



Description:
John Deere has been publishing its corporate magazine, *The Furrow* since 1895. As a way to bridge the gap between its print and online audiences, the company created an online PDF version of the popular magazine. Same great content, images and layout, only digital!

The magazine, like most successful custom publications, speaks to the interests of its readers without overly promoting its brand. Articles range from environmental issues, farming, world hunger and other notable topics.

Example: Browse *The Furrow*

Digital Magazine Tip:
Consider adding video, podcasts or other multimedia to add depth to your magazine's content.

82 Coca-Cola: Content 2020 Videos

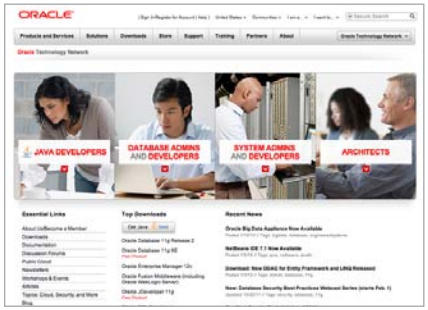
Company: Coca-Cola
Originally featured in: "Coca-Cola Bets the Farm on Content Marketing: Content 2020" by Joe Pulizzi

Description:
The movement of content marketing is designed to do much more than make companies money: It's designed to create long-lasting, dynamic and engaging relationships that integrate the stories of your consumers with your own company messages. But how do you create compelling, two-way stories? How do you interact online with your consumers while maintaining a consistent brand? In short, how do you move from creative to content excellence?

Just ask Coca-Cola. They're doing it, and showing us how and why in its Content 2020 videos. These brilliantly creative videos show, through the simple technique of writing on a white board, how Coca-Cola plans to double its business through cutting-edge content marketing and social media strategies. By sharing these plans in such an innovative way through personable narratives, it seems like they've already started.

Example: Watch the videos

83 Technology Network: An eLearning Portal by Oracle



Company: Oracle
Originally featured in: The 2011 Content Marketing Playbook

Description:
Content is most powerful (and effective) when it solves problems, answers questions, and educates. eLearning content provides a vehicle for delivering educational information across a variety of platforms including podcasts, slide presentations, webinars and guides.

Oracle's Technology Network uses eLearning content to provide one place where all their users (from database administrators to architects) can get all the answers they seek. The helpful site includes not only wikis and helpful articles, but also provides customer support and distributes ongoing educational webinars and reports.

Example: Explore the Portal

84 A Yummy iFood App from Kraft

Company: Kraft
Originally featured in: The 2011 Content Marketing Playbook

Description:
Mobile content is becoming increasingly important as more and more users turn to their smartphones and tablets to find the information they seek on-the-go. As a marketer, creating a mobile app is a way to ensure your content is getting into your customer's hands, while providing them with convenient tools. Just take Kraft's iFood Assistant app as an example.

As one of the best-known branded apps, Kraft puts delicious recipes at your fingertips and even includes features like a built-in-shopping list, making it one of the tastiest mobile content examples we've seen.

Example: Explore the iFood Assistant App

Mobile Content Tip:
Make sure your mobile app can easily interface with social networks like Facebook or Twitter, and includes a survey function to gauge satisfaction for ongoing improvements.

85 AMEX's "Open Forum"

Company: American Express
Originally featured in: The 2011 Content Marketing Playbook

Description:
This highly popular site is designed to provide content to small businesses owners in the subjects that matter most to them, including marketing, management, finances, lifestyle issues and networking. The site, an example of a "media site", is an excellent way to integrate products/ services with lifestyle content/ messages. It's more than a community and microsite; it's a collaborative niche site with concentrated messages that focus on the pain points of its customers, where Amex can position itself as the leading expert in everything "small business" related.

Example: Visit Open Forum

86 The Murphy Bed Buyer's Guide

Company: Old Creek Wall Bed Factory
Originally featured in: The 2011 Content Marketing Playbook

Description:
The Murphy Bed Buyer's Guide is a "content platform", or site that allows users to assemble a directory of resources from blogs, bulletin boards and databases to picture galleries, video streams and link lists – all around a topic of interest. With its Knol platform, Old Creek Wall Bed Factory educates potential customers and positions itself as the trustworthy authority in a very niche business.

Example: Browse the Buyer's Guide

Warning!

Leveraging a content platform can work because you are leveraging your content AND the credibility of the platform site (i.e., Google Knol, Squidoo, etc.). But you ultimately have no control over these sites… they can remove your content at any time. It might be a good idea to house your content asset on your blog or media site and repurpose it onto the content platform.

87 The Bulldog Reporter Teleseminar

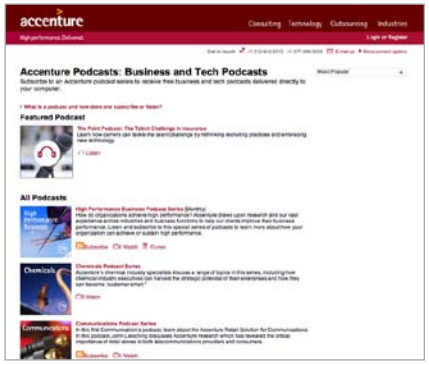
Company: Various
Originally featured in: The 2011 Content Marketing Playbook

BULLDOG REPORTER
Branded Content PR: Think Like a Publisher to Attract Followers, Boost Sales Leads and Skyrocket Visibility
PRUNIVERSITY

Description:
Don't have time for a full webinar? How about hosting a teleseminar? These phone-call presentations often feature a more simplistic style, sometimes providing additional content pieces (like a PowerPoint presentation) to participants before or after the call.

A recent example of this is the teleseminar, "Branded Content PR: Think Like a Publisher to Attract Followers, Boost Sales Leads and Skyrocket Visibility." During the event, Joe Pulizzi and Jonathan Kranz joined Brad Schwarzenbach of Tippingpoint Labs and Diane Thieke of Dow Jones in a content-focused panel discussion targeted to PR pros. Though a panel format is more complicated than a solo talking head, it opens opportunities for diverse opinions – and creative conflict.

88 The Accenture Podcast Library



Company: Accenture
Originally featured in: The 2011 Content Marketing Playbook

Description:
The Accenture Podcast Library provides listeners from all industries with relevant, well-researched and educational content. Visitors also have the option to sign up as a subscriber and receive the latest installments right in their inboxes. From chemicals to IT to consulting and financial services, Accenture develops targeted and educational podcasts to educate and engage clients on a variety of strategic business issues.

Example: Visit the Podcast Library

Podcast Tip:
Stick to a Schedule.
Establish a release schedule that your dedicated listeners can expect. Whether weekly, biweekly, monthly or quarterly, all that matters is that you're consistent.

89 Google's ZMOT Project

Company: Google's ZMOT Website

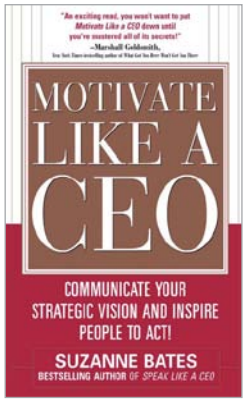
Description:
ZMOT, or the "Zero Moment of Truth", is a phrase used to define the key activities online consumers take before making a decision to purchase. It includes seeking online reviews, reading what peers are saying, watching product videos and conducting other research. This is a new shift in consumerism, and companies must be equipped with the right strategies in order to succeed.

These strategies are outlined the eBook, Winning the Zero Moment of Truth, published by Google's Managing Director of U.S. Sales & Service and Chief SMOT Evangelist Jim Lecinski. The eBook is a great example of how to deliver quality content without overwhelming your readers: Layout is clean, colors are bright and graphs are relevant and informative.

The ZMOT website acts as an additional resource for the eBook and has a host of valuable content to promote and supplement it, including a series of educational videos, eBook preview options and a comments forum ("The Latest Buzz"). Plus, visitors can easily download the eBook directly from the site with the option to synch it with their favorite e-reader.

Example: Experience the ZMOT Website for Yourself

90 *Motivate Like a CEO* Book



Company: Bates Communication
Originally featured in: The 2011 Content Marketing Playbook

Description:
Despite all the attention on digital content, books still matter. Whether self-published or created via a traditional publishing house, the book is the "big" content piece that often leads to press exposure, speaking invitations and a privileged status as the expert.

In "Motivate Like a CEO," executive coach and former TV news anchor Suzanne Bates extends her reach and builds her brand, positioning her as the authority on C-suite leadership skills.

Example: Check out the Books

91 RSM McGladrey Advantage Print Newsletter

Company: RSM McGladrey
Originally featured in: The 2011 Content Marketing Playbook

Description:
Whether it's merely a double-sided sheet or a 16-page document, print newsletters offer attention-grabbing content meant for rapid consumption. As a tactic, consider it for customer retention, and remember that the average length runs between four and twelve pages.

As part of an integrated content marketing program, RSM McGladrey's newsletter helped the consulting firm increase top-of-mind awareness among target CEOs and CFOs by nearly 60 percent.

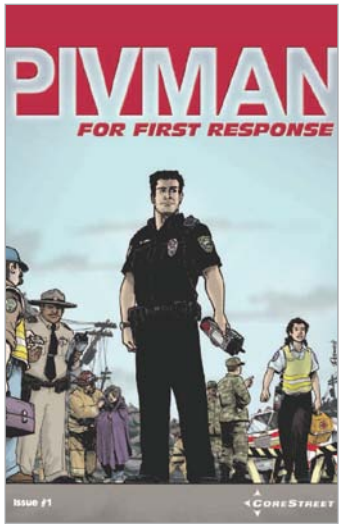
92 The Cisco Next Generation Virtual Summit

Company: Cisco
Originally featured in: The 2011 Content Marketing Playbook

Description:
The Cisco Next Generation Virtual Summit demonstrates how companies can create educational, non-promotional live events online. With its Summit, Cisco brings together thought leaders from both its own organizations and others, such as AT&T and XO Communications, to present live and on-demand presentations that tackle some of the toughest issues in network communications.

Example: Visit the virtual event

93 First Response's Pivman Comic Book



Company: First Response
Originally featured in: The 2011 Content Marketing Playbook

Description:
Comics aren't just for kids. Content marketers in any industry can use these compelling graphics to tell engaging stories to their audience. By reinforcing text with vivid pictures, comic books communicate in a fun, fast and memorable way that readers of all ages can appreciate.

For example, First Response's Pivman comic book celebrates the heroism of emergency personnel while sharing important information about technical product features and functions.

Example: See the Comic

3 Key Play Points

1. Comic books aren't cheap – good artwork can be expensive.
2. Quality comic books can certainly generate buzz.
3. As an alternative to a comic book, consider an online comic strip that appears every week for social media buzz.

94 Chow, Baby

Company: Chow.com
Originally featured in: The 2011 Content Marketing Playbook

Description:
A widget can typically execute a number of functions to support your content marketing strategy. Take the Chow.com widget as an example, which keeps content flowing to customers in bite-sized, user-friendly portions. Through the widget, people can receive the latest recipes, tweets and videos: the content they want, when they want it.

Example: Chow Down on Chow.com's Widget

CMI partner Outbrain offers a service that can expose your content in places online that your customers are hanging out. Think of it like Adwords for content. Through Outbrain, Content Marketing Institute content can now be found on sites such as CNN Money and Slate.com.

95 Traveler IQ Challenges

Company: TravelPod
Originally featured in: The 2011 Content Marketing Playbook

Description:
Traveler IQ Challenges reinforces the blog's position as the smart web destination for savvy globetrotters. As an online game, this branded content piece works great without burdensome software downloads, allowing you to show your prospects a good time, easily, while exposing them to valuable, relevant and compelling content.

Example: Play the Travel IQ Challenges

96 The Eloqua Blog Tree

Company: Eloqua and JESS3
Originally featured in: The 2011 Content Marketing Playbook

Description:
The Eloqua Blog Tree depicts the infographic concept at its finest. The Blog Tree, created in collaboration with JESS3, reveals the technological roots of successful marketing blogs, the main branches of the blogs' subject areas and the relative popularity of the individual blogs themselves.

As a result of publishing The Blog Tree, Eloqua boosted its average blog views by a factor of 40, collected 175 inbound links, inspired more than 700 tweets and 2,500 Facebook page impressions and turned at least 49 viewers into sales opportunities or closed deals.

Example: See the Tree

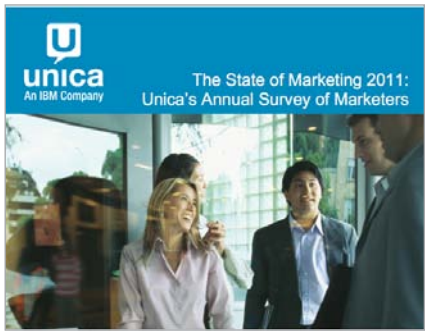
97 Bottlehead Forum

Company: Bottlehead
Originally featured in: The 2011 Content Marketing Playbook

Description:
Long before "content marketing" and "social media" became business buzzwords, the good people at Bottlehead created a forum for tube audio enthusiasts that remains one of the best audio sites on the web – and a brilliant way to encourage prospects to take the leap and buy its products.

Example: Visit the Forum

98 The Unica Annual Research Report



Company: Unica
Originally featured in: The 2011 Content Marketing Playbook

Description:
Surveys are often used to boost engagement with a target audience and can be easily done through free online survey tools like Zoomerang and Survey Monkey. Plus, once you have your data from your survey, you then also have the materials to build a robust and educational research report that's meaningful to your audience – because it reflects *their insights*. Plus, you can poll anyone, like your Facebook fans, prospects, customers, eNewsletter subscribers and event attendees, for a host of different voices.

Unica makes an annual survey the keystone of its eBook, *The State of Marketing: Unica's Annual Survey of Marketers, 2011,* that hits its target marketers with the insights they need most in a credible, researched report that's representative of the entire industry.

Example: Read the Survey

99 *thinkMoney* Magazine

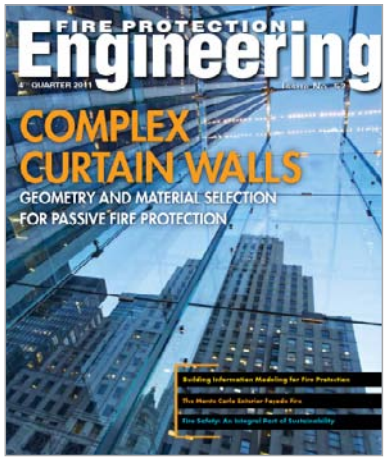
Company: thinkorswim (TD Ameritrade)
Originally featured in: Are Financial Services Companies Wise Investors in Content Marketing by Manya Chylinksi

Description:
thinkMoney magazine, a custom print publication produced by TD Ameritrade, is a quarterly magazine created exclusively for those in the financial industry (specifically traders). The magazine is offered as a feature of thinkorswim.com, an online community developed by TD Ameritrade to "support traders" with the right tools, tips, research and capabilities to help them do their jobs. Articles are well-researched, current and relevant, and the magazine is laid out in an interactive and visually-appealing way.

According to readership surveys, thinkorswim's thinkMoney magazine has inspired 90% of its readership to take actions that have driven revenue to the company.

Example: Read a Recent Issue of *thinkMoney*

100 *Fire Protection Engineering* Magazine



Company: Society of Fire Protection Engineers
Originally featured in: Creating a Content Marketing Advisory Board for Your Organization by Joe Pulizzi

Description:
Fire Protection Engineering magazine is the official publication of the Society of Fire Protection Engineers (a 60+ year old society with over 4,000 members dedicated to the practice of fire protection engineering). The key to success for the mag? Using content that's been vetted by an editorial advisory board, which is a surefire way to align messages across multiple online, print and in-person initiatives. Take a tip from the SFP and have people on your board who are either readers of the magazine or members of your association to make sure you're hitting the mark.

Readers of FPE magazine can find all the latest articles online in an easy-to-read list, or get the print version depending on their reading preferences.

Example: Read the Latest Issue

Closing

Whew! You made it! Now, it's your turn to share your own favorite content marketing examples. Visit us online to submit your contributions or comment on any of the examples we've listed in this guide.

THANKS FOR READING!

CONTENT MARKETING INSTITUTE

For further information on these examples, please contact:

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Content Marketing Institute
joe@contentinstitute.com
216-941-5842

About Content Marketing Institute

The Content Marketing Institute (CMI) teaches marketers how to own their media channels instead of having to rent them through advertising. We do this through events like Content Marketing World, media properties like *Chief Content Officer* magazine, and strategic consulting and research for some of the best known brands in the world.

CMI content marketing experts Joe Pulizzi and Robert Rose have teamed up to help marketing pros and business owners develop a content marketing plan that goes beyond theories, and explains it in a way that can actually be implemented in their new book, *Managing Content Marketing: The Real-World Guide for Creating Passionate Subscribers to Your Brand*. To get more content marketing how-to resources, sign up for CMI blog alerts.

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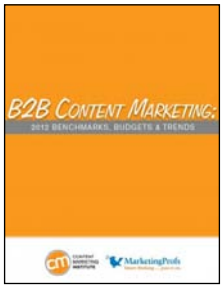
CONTENT MARKETING INSTITUTE

Essential Content Marketing Resources

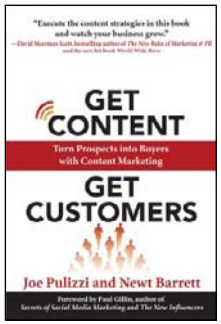
Chief Content Officer magazine

CCO magazine is the leading print and digital magazine dedicated to content marketing strategy for marketing executives. CCO is free to qualified subscribers. **Sign up here.**



2012 B2B Content Marketing Research Report

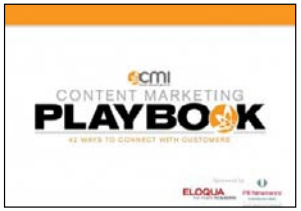
Here's the full report on many of the content marketing statistics found in this white paper. **Download the report free today!**



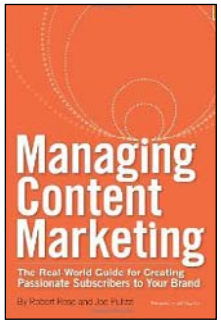
Get Content. Get Customers

Called "The Handbook for Content Marketing", *Get Content. Get Customers.* teaches organizations how to use content marketing to deliver relevant, valuable and compelling information that turns prospects into buyers. Available now at **Amazon.com**.

Content Marketing Playbook



You want content distribution options? You got it. Here are 42 content distribution tactics and over 50 case studies from companies doing content marketing right. **Download the full guide today.**



Managing Content Marketing

The follow-up book to *Get Content Get Customers*, but focuses on how to manage and structure content marketing inside the organization. A must read for anyone who "gets" content marketing and needs to execute content programs. Available now at **Amazon.com**.

content marketing world

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